

Value of Eco-Friendly Homes Heats Up With Discussion of Global Warming

Real estate pro and certified EcoBroker discusses ways to increase home value by 'going green'

SEATTLE, Wash. – May 17 (SEND2PRESS NEWSWIRE) – With global warming at center stage in the current political debate, many homeowners are debating over ways to make their own homes more environmentally friendly. “The good news for buyers and sellers who is that green homes cost less to operate and maintain,” reports real estate expert Adrian Willanger. “And even modest eco-friendly improvements can significantly increase the value of a home,” he says.



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Willanger is a respected real estate veteran with nearly two decades of experience in Seattle’s luxury residential real estate market. “Homes that cost less to operate and have less impact on the environment are in demand,” he reports. Willanger notes that clients interested in green homes often seek to achieve “not only ecological, but also aesthetic harmony between their residences and the surrounding natural environment.”

For those looking for green guidance, the extensive repertoire of services Willanger offers at Windermere Real Estate extends far beyond the simple

basics of buying and selling homes. Willanger refers to himself as a “renaissance real estate pro,” with an active interest in evolving trends in real estate and its related industries including design, decor, and green construction.

Field of Greens

The hottest trend, Willanger reports, is “green homes.” Willanger has positioned himself on the leading edge of this trend, recently adding the designation of “Certified EcoBroker” to his long list of professional credits. He completed a core curriculum devoted to innovative energy, environmental influences, and green strategies and tools for real estate professionals.

“When I got my certification, I was only one of two EcoBrokers in the entire state of Washington,” Willanger recalls. “I think there are about 25 of us now, with new ‘graduates’ entering the marketplace every day.” Willanger believes that EcoBrokers will be “in great demand in the coming years as the desire for green homes really heats up.”

Save The Planet and Save Money

A survey by McGraw-Hill forecasts that up to 50% of homes built in 2010 will be green. One reason, explains Willanger is that “green building and environmentally conscious adaptations can reduce utility bills by up to thirty percent by reducing water use and preventing heat loss.” Increasing energy costs are likely the reason that roughly nine in ten people cite energy-efficient features as very important in a new home.

“Green homes promote health and well-being for homeowners and planet Earth,” says Willanger. They also decrease liability and increase property value. “By some estimates, home value increases by about \$20 for every \$1 dollar that can be saved in annual utility bills.”

It’s Not So Difficult Being Green

“When I visit a property with clients, I talk about a variety of areas where investing in the environment is also a smart way to invest in the value of their homes,” says Willanger. For buyers, Willanger touches on “ground water management, energy efficiency, lighting, landscaping, and indoor air quality” as factors in valuing a purchase. “I also work with builders who are finding that green building is just as good for business as it is for the environment.”

For sellers, “I advise them to make modest green upgrades that don’t cost a lot of money, but add both a perceived and a real value to the home.” Recommended upgrades include adding energy efficient windows, installing a new furnace, purchasing appliances with the EnergyStar designation, and re-canopying existing trees to add more natural light.

For current information on the green building and green homes that are available in the Seattle area, contact Adrian Willanger (206) 909-7536 or

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News issued by: Adrian Willanger

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Original Story ID: (2862) :: 2007-05-0517-002

Original Keywords: Seattle luxury residential real estate market, Adrian Willanger, certified EcoBroker, eco friendly homes, Windermere Real Estate, go green real estate, global warming, green construction, expert, environmentally friendly Adrian Willanger